

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 00762 030950Z

17

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 023994

R 021326Z FEB 76

FM AMEMBASSY JIDDA

TO USDOC WASHDC

INFO SECSTATE WASHDC 3548

UNCLAS JIDDA 0762

E.O. 11652: N/A

TAGS: BTIO, BPRO, SA, US

SUBJECT: SAUDI INTERESTS IN ICE CREAM JOINT VENTURE

REF JIDDA 0510

1. EMBASSY HAS BEEN APPROACHED BY MR. FRANZ ZENZ WHO IS REPRESENTING GROUP OF INFLUENTIAL SAUDI BUSINESSMEN WHOM HE DOES NOT WISH TO NAME AT THIS TIME. GROUP IS INTERESTED IN JOINT VENTURE TO MANUFACTURE ICE CREAM WITHIN THE KINGDOM OF SAUDI ARABIA. GROUP WILL PUT UP ALL CAPITAL IN EXCHANGE FOR MANAGEMENT EXPERTISE. EMBASSY INITIALLY GAVE ZENZ NAMES AND ADDRESSES OF BORDEN FOOD PRODUCTS CO., FOREMOST DAIRIES, AND FMC CORP.

2. ZENZ NOW SAYS HE INTERESTED IN VISITING THESE COMPANIES AND PERHPAS ANY OTHERS COMMERCE MAY WISH TO SUGGEST. HE HAS ASKED WHETHER USDOC CAN SET UP PROGRAM FOR HIM TO VISIT THESE AND OTHER SUITABLE JOINT VENTURE PARTNERS. HE WILLING TRAVEL TO U.S. AT HIS OWN EXPENSE ANYTIME WITHIN REASONABLE FUTURE. EMBASSY SUGGESTS INITIAL MEETING AT USDOC AND/OR WASHINGTON TRADE ASSOCIATION MIGHT ALSO BE APPROPRIATE.

3. EARLY REPLY WOULD BE APPRECIATED.  
PORTER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Office:** ACTION NEA  
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**To:** COM  
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